



Muskaan

Senior Associate Marketing Automation (HubSpot CMS Developer)

Passionate HubSpot CMS Developer with 2+ years of experience turning ideas into high-performing modules, themes, and pages where clean code meets marketing impact.

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WORK EXPERIENCE

Senior Associate Marketing Automation (HubSpot CMS Developer) Growth Natives Pvt Ltd

01/2023 - Present

SAS Nagar Mohali, Punjab

Achievements/Tasks

- Migrated a complete client website from WordPress to **HubSpot CMS**, ensuring visual and functional consistency
- Developed and customized **HubSpot CMS themes and modules** using HubL, HTML, CSS, and JavaScript
- Built responsive, cross-browser-compatible **email templates** and **landing pages** aligned with marketing goals
- Maintained and optimized existing HubSpot assets for **performance**, **SEO**, and **accessibility**
- Ensured all assets adhered to **brand guidelines**, design systems, and accessibility standards
- Used **HubSpot Workflows and Lists** to support lead generation and automation flows
- Participated in regular **code reviews**, testing, and debugging for production-quality deployment

PROJECTS

HubSpot Website Migration – Client Project

- Migrated a full website from WordPress to **HubSpot CMS**, ensuring design accuracy and improved performance
- Rebuilt site structure using **custom themes, HubL-based modules, and templates** while maintaining SEO best practices
- Provided post-migration **training and documentation** for content editors on HubSpot

Email Automation Campaigns (Braze/HubSpot/Bravo)

- Developed custom HTML email templates using Braze's Liquid templating
- Built multi-step customer journeys in Braze Canvas for onboarding and re-engagement
- Improved open and click-through rates by optimizing content blocks with conditional logic

Custom HubSpot Theme "Beyond Bound"

- Designed and developed a modular, responsive theme for the HubSpot Marketplace
- Built reusable drag-and-drop sections using HubL and custom CSS
- Integrated smart content blocks for personalization and dynamic CTAs

EDUCATION

B.E - IT

UIET Panjab University Chandigarh

08/2018 - 06/2022

with 7.27 cgpa

SKILLS

Custom Modules & Themes

HubL, HTML, CSS, JavaScript, JSON

HubSpot CMS Developer

Web Performance Optimization

Responsive Email Templates

Dynamic Landing Pages

Webflow Development

Braze Email Development

Email Testing (Litmus/Email on Acid)

ACHIEVEMENTS

Promoted to Senior Associate within 2 years due to consistent performance, technical excellence, and proactive contributions to high-impact HubSpot CMS projects (02/2025 - Present)

Developed "Beyond Bound" theme for the HubSpot Marketplace a scalable, responsive theme designed for versatility across industries

Built a custom "Speaker/Testimonial Module", enabling dynamic speaker listings for event-based landing pages, now live on the HubSpot Marketplace

CERTIFICATES

HubSpot Developer I

Email Marketing

ORGANIZATIONS

Growth Natives Pvt Ltd (01/2023 - Present)

Senior Associate Marketing Automation

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency